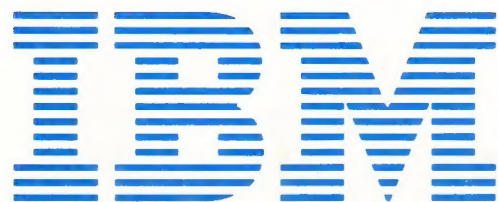


Introducing the new Correcting Selectric® Typewriter.

It makes typing mistakes vanish.

The IBM logo, consisting of the letters "IBM" in a stylized, blue, horizontally-striped font.

This is the typewriter.





The new IBM Correcting Selectric® Typewriter. It makes typing mistakes vanish.

This remarkable typewriter actually lifts characters off the page, leaving the paper as if a mistake had never been made.

Consider what this can mean to you and your secretary. Your typed originals are ready for signature the first time. And not having to retype whole pages to correct typing errors is a very real advantage for your secretary. This is how it works.

A secretary simply presses a key button that backspaces and activates the new IBM Lift-off Tape. Then the secretary restrikes the incorrect character—and the mistake is actually lifted off the page—leaving it clean and ready to receive the correct character.

The IBM Correcting "Selectric" Typewriter. It helps make typing a lot easier.

**This is
the
key.**



Now, you don't have to type perfectly to produce perfect typing.

The new IBM Correcting "Selectric" Typewriter makes much of the drudgery of typing vanish—correcting the mistakes. Now, typing mistakes can be corrected right from the keyboard. No more unsightly erasures. No need to retype an entire page to get letter-perfect originals.

The new IBM Lift-off Tape actually lifts mistakes off the page. You can use it to produce clean originals (but not carbon copies). To make copies that look as good as the originals, use an IBM Copier.

Now that it's so easy to correct a typing mistake, feel free to type faster—without sacrificing typing quality.

Here's how it works:

vania

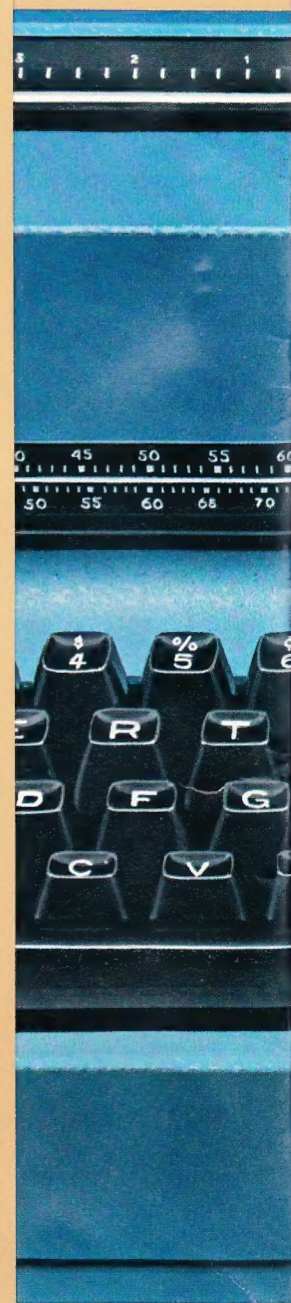
Mistake is made. Typist presses Correcting Key, causing typing element to backspace.

vani

Typist restrikes incorrect character. IBM Lift-off Tape comes into position, contacts page, literally lifts mistake off page. Tape then retracts with mistake adhering to it.

vanish.

Error-free page receives correct character with no second backspacing needed.



The IBM Correcting Selectric® Typewriter

It makes much of the drudgery of typing vanish—correcting the mistakes. Now, typing mistakes can be corrected right from the keyboard.

With this new typewriter come all the benefits of single element typing.

- A choice of over 20 interchangeable type styles.
- Express Backspace and Half Backspace keys.
- A Sound Reduction option that reduces typing noise.
- Dual Pitch for switching from typing 10 characters to the inch to typing 12 characters to the inch with a flick of a lever and a snap-out/snap-in change of typing elements. Quick, easy. And you have two typewriters in one.



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Office Products Division